

Technical Reviewers' Rating Summary

Proposal Number	G-42-01
Application Title	Energy of North Dakota Program
Submitted By	North Dakota Petroleum Council
Request For	\$478,500.00
Total Project Costs	\$975,975.00

Section A. Scoring

Statement	Weight	G-42-01A	G-42-01B	G-42-01C	Avg. Score
1. Objectives	9	4	3	4	33
2. Achievability	7	4	3	4	25
3. Methodology	8	4	4	4	32
4. Contribution	8	2	4	2	21
5. Awareness / Background	5	5	4	4	21
6. Project Management	3	4	3	2	9
7. Equipment / Facilities	2	3	3	3	6
8. Value / Industry - Budget	4	5	4	4	17
9. Financial Match - Budget	4	5	3	3	14
Avg. Weighted Score		195	175	172	180
OVERALL					
FUND		X	X	X	
TO BE CONSIDERED					
DO NOT FUND					

Section B. Ratings and Comments

1. The objectives or goals of the proposed project with respect to clarity and consistency with North Dakota Industrial Commission/Oil and Gas Research Council goals are:

“The goals of continued education and improving public relations with the North Dakota public, from early grade school through adulthood, is solidly displayed at all levels of the Energy of North Dakota programs. Several are extension of existing and very successful award winning programs while others are new and innovative ways to reach all audiences in North Dakota.”

- Reviewer: G-42-01A

- Rating: 4 (Very Clear)

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- Applicant

“Very clear as to accomplishing the goals of education and outreach to the public and industry partners.”

- Reviewer: G-42-01B

- Rating: 3 (Clear)

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- Applicant

“Supports NDOGRC's mission to promote the growth of the oil and gas industry through research and education.”

- Reviewer: G-42-01C

- Rating: 4 (Very Clear)

“”

- Applicant

2. With the approach suggested and time and budget available, the objectives are:

“Those objectives that are extensions of existing programs will have little trouble meeting their timetable and budget. They have a proven track record. Some programs are already started and on schedule. New programs seem to be well thought out and using proven media and distribution technologies.”

- Reviewer: G-42-01A

- Rating: 4 (Most Likely Achievable)

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- Applicant

“A year and a half timeframe for what is specified is achievable. The staff has experience with doing these type of projects/outreaches.”

- Reviewer: G-42-01B

- Rating: 3 (Likely Achievable)

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- Applicant

“Yes, using a multifaceted approach with activities spread over 2 1/2 years.”

- Reviewer: G-42-01C

- Rating: 4 (Most Likely Achievable)

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- Applicant

3. The quality of the methodology displayed in the proposal is:

“Public relations and education programs are seldom executed as well as these award winning programs, and the NDPC seems to always be on the leading edge of issues, often preemptively interacting with the public, rather than reacting to public opinion.”

- Reviewer: G-42-01A

- Rating: 4 (Above Average)

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- Applicant

“The methodology is tried and true. It has been very successful in the past and will be moving forward. I see a willingness to adapt and change as necessary moving forward, which is a healthy sign. Always seeking to do better is necessary to be successful. The attachments at the end of the application are great examples of the outcome of the work geared toward education and outreach.”

- Reviewer: G-42-01B

- Rating: 4 (Above Average)

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- Applicant

“Yes, multifaceted approach. Employing educational sessions in different venues/formats, and making meaningful connections with impacted communities that show the industry cares. Responsive to hot issues - Code for the Road and Pick Up the Patch. Furthering growth of the industry with teacher training and incorporation into curriculum. ”

- Reviewer: G-42-01C

- Rating: 4 (Above Average)

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- Applicant

4. The scientific and/or technical contribution of the proposed work to specifically address North Dakota Industrial Commission/Oil and Gas Research Council goals will likely be:

“This not designed to be a technical research program, but rather a public outreach and education program. However, increasing the public's knowledge of the amazing technologies brought to bear by industry, in the exploration, drilling, completion, and production of oil and gas in North Dakota, can only help the implementation.”

- Reviewer: G-42-01A

- Rating: 2 (Small)

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- Applicant

“This project is specifically aimed at Education & Outreach for the industry and no other group makes the impact the NDPC does in these capacities. The programs are specifically tailored to get the right information out to everyone who is interested, young and aged alike.”

- Reviewer: G-42-01B

- Rating: 4 (Very Significant)

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- Applicant

“Activities are focused on promoting the industry and education, not scientific and/or technical in nature.”

- Reviewer: G-42-01C

- Rating: 2 (Small)

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- Applicant

5. The background of the principal investigator and the awareness of current research activity and published literature as evidenced by literature referenced and its interpretation and by the reference to unpublished research related to the proposal is:

“The NDPC has a proven track record of excellence in the area of public outreach and education, evidenced by the awards received over the years, and the high public approval rate enjoyed by industry in North Dakota.”

- Reviewer: G-42-01A

- Rating: 5 (Exceptional)

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- Applicant

“The PI is exceptionally qualified to do what this project entails. There probably isn't a group more in tune with ND's energy industry the NDPC. They know the history and the recent as to what is going on in the industry. They are one of the few groups that do polling to see what ND's want and also as to how successful their programs are.”

- Reviewer: G-42-01B

- Rating: 4 (Better Than Average)

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- Applicant

“Specifics on the background of the principal investigator were not provided, however is overseen by NDPC's executive director and its board representing an established trade organization with more than 500 members that represents 98 percent of the industry.”

- Reviewer: G-42-01C

- Rating: 4 (Better Than Average)

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- Applicant

6. The project management plan, including a well-defined milestone chart, schedule, financial plan, and plan for communications among the investigators and subcontractors, if any, is:

“Timing and location for most projects is already set. Most groups and individuals involved have been involved with these programs for years.”

- Reviewer: G-42-01A

- Rating: 4 (Very Good)

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- Applicant

“Budget laid out well with in-kind share well specified. Basic timeline identified with regularly scheduled meetings to discuss what topics need addressing. Seems adequate for what this project entails. Having Ron Ness oversee the whole of things to be done is a major plus.”

- Reviewer: G-42-01B

- Rating: 3 (Adequate)

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- Applicant

“A simplified timeline shows the program running from Jan. 2017 through Dec. 31, 2019, with outreach occurring in spring, summer and fall, and paid media in spring and fall. Budget is not detailed, shows overall costs only. Partners listed, but details on communications not provided. Monitoring the success of the campaign is done through digitally.”

- Reviewer: G-42-01C

- Rating: 2 (Inadequate)

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- Applicant

7. The proposed purchase of equipment and the facilities available is:

“There is no indication of equipment purchase for this project., but incidental supplies are justified.”

- Reviewer: G-42-01A

- Rating: 3 (Justified)

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- Applicant

“NA”

- Reviewer: G-42-01B

- Rating: 3 (Justified)

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- Applicant

“Costs are appropriate.”

- Reviewer: G-42-01C

- Rating: 3 (Justified)

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- Applicant

8. The proposed budget “value”¹ relative to the outlined work and the commitment from other sources is of:

“The program provides value in excess of what could be produced outside this program, due to the industry input throughout the program, as well as interaction and cooperation with numerous other agencies and groups within North Dakota”

- Reviewer: G-42-01A

- Rating: 5 (Very High Value)

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- Applicant

“the value obtained from the programs is exceptionally good in my opinion. I have been part of or am familiar with all the NDPC programs and they do a very good job of disseminating oil and gas industry knowledge. They reach people most industry partners wouldn't be able to reach with a positive, well documented message.”

- Reviewer: G-42-01B

- Rating: 4 (High Value)

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- Applicant

“Participation by industry members and partners indicated, but specifics not listed.”

- Reviewer: G-42-01C

- Rating: 4 (High Value)

“”

- Applicant

9. The “financial commitment”² from other sources in terms of “match funding” have been identified:
“The NDPC cash share is entirely industry funds from members, and meets the minimum 50% matching qualification, even without the in-kind funds that appear to be internal costs for the NDPC staff.”
- *Reviewer: G-42-01A*
- *Rating: 5 (Very High Value)*
“”
- *Applicant*
“in kind share of \$18,975 is identified. no other sources of funding other than applicant.”
- *Reviewer: G-42-01B*
- *Rating: 3 (Average Value)*
“”
- *Applicant*
“Match plus in-kind contribution.”
- *Reviewer: G-42-01C*
- *Rating: 3 (Average Value)*
“”
- *Applicant*

General Comments

“This is a very worthwhile program with a proven track record, and the proposed expansions will result in even greater outreach and education of the North Dakota public.”

- Reviewer: G-42-01A

“I would fund this project.

I have personally been a part of nearly all of the education and outreach methods discussed in the application and they are all very good. I don't know of any organization that does a better job of education and outreach than the NDPC. In my opinion they reach many people that most industry partners would never be able to. What they do is very important and helps promote industry truth.

I would like to have seen a GANTT chart or something like it with more of a layout of expenses by month over the timeframe, but with the experience the staff has, they will accomplish their goals.

I did notice one small mistake. The principal investigator's title was listed as Danager (cross between Director & Manager that looked too much like Danger :))”

- Reviewer: G-42-01B

“The Energy of North Dakota program has numerous components - outreach, education, promotion and image, and emerging issues. Because there are so many pieces, the program would benefit from a detailed timetable indicating when specific activities will take place, and how communication is made with stakeholders and partners.

The Standards of Success section states that digital monitoring is employed, but details are not provided to illustrate the success of past initiatives and what kind of reach the program hopes to achieve this biennium.

Finally, it is presumed that the organization has a more detailed estimated budget, but those cost specifics were not provided. While the various program costs appear to be reasonable, it would be benefit the granting party to know exactly how funds will be expended.”

- Reviewer: G-42-01C

1 “value” – The value of the projected work and technical outcome for the budgeted amount of the project, based on your estimate of what the work might cost in research settings with which you are familiar. A commitment of support from industry partners equates to a higher value.

2 “financial commitment” from other sources – A minimum of 50% of the total project must come from other sources to meet the program guidelines. Support less than 50% from Industrial Commission sources should be evaluated as favorable to the application; industry partnerships equates to increased favorability.